

# If you haven't got it, flaunt it.

Here's something worth bragging about. Now you can get satisfying taste without getting much tar at all. The secret is Enriched Flavor<sup>™</sup> Only Merit has it. It gives Merit Ultra Lights a richer, fuller taste than you'd ever expect in a cigarette with so little tar. Find out why it's one of today's fastest growing brands. Light up. You'll be amazed at all you get. And all you don't.

Enriched Flavor<sup>™</sup> ultra low tar. A solution with Merit.



## Merit Ultra Lights

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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Kings: 5 mg. "tar," 0.5 mg. nicotine av. per cigarette by FTC method.

